DOCUMENT RESUME

ED 430 553 IR 019 686

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TITLE Critical Evaluations and Instructional Potential of Authoring and Titled Program Software.
PUB DATE 1995-05-00
NOTE 9p.
PUB TYPE Book/Product Reviews (072) -- Reports - Evaluative (142)
EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Authoring Aids (Programming); Computer Software Development; Computer Software Reviews; *Computer Uses in Education; *Courseware; Educational Technology

ABSTRACT

This paper describes and evaluates the instructional uses of the Claris Works and Ultimedia Tools Series authoring programs and the following titled software programs: CNN Time Capsule: 100 Defining Moments of 1993; Windows Magazine: 1994; Ultimate Digital Studio; Data Trek Manager Series; and Cinemania '95. (AEF)

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ED 430 553

East Texas State University
Educational Technology 567
Multimedia Production
(Spring 1995)

"Critical Evaluations and Instructional Potential of Authoring and Titled Program Software."

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Claris Works ***(Authoring)***

The Claris Works program has numerous teaching applications. The disc and accompanying textbook has many tutorial, grade book and portfolio exercises which can be applied in the classroom. Using the textbook as a guide, users of Claris Works can become quickly acclimated with moving or modifying text, graphics or font styles.

As someone who has always used DOS/Windows in educational applications, I found Claris Works to be a difficult authoring program to master using a Macintosh in the ETSU computer lab. Of particular difficulty was learning to keep the mouse clicked in a down position when changing a font style or moving a piece of text. Instructions in the textbook on advanced exercises, such as the student portfolio tutorial and the customized outline, looked easier to accomplish in the textbook than they were in reality.

The best applications of Claris Works, in my opinion, are the newsletter, grade book and room layout exercises. The newsletter and grade book assignments could be easily adapted to the needs of individual teachers, and the room layout exercise could help them maximize space for learning technology requirements in smaller classrooms. These and other projects make Claris Works a useful educational authoring resource.

Ultimedia Tools Series **(Authoring)**

This disc, which accompanies the textbook Creating Multimedia on Your PC, is a very useful instructional aid. Not only does it sample different applications of multimedia, its "Action!" feature in chapter four allows users to design their own practice multimedia presentations. The latter function is how I used the software in one of the Southern Arkansas University computer labs.

I followed the brainstorming instructions in chapter three of the text in order to logically design a short mass communication curriculum program. I did not import any items, but used word processing to change the sample templates to my own design. The individual screens written in this practice session reminded me of a Claris Works slide show. However, the latter was tougher for me to work with because I do not use a Macintosh. I enjoyed playing with "Action!" because of my familiarity with DOS/Windows.

The authoring program described could be used in limitless instructional applications. In my case, with further uses of the software, I could import video, audio and text of student speeches for a public speaking multimedia program. Any of my broadcast journalism courses could be similarly adapted, as I keep audiocassettes, videotapes and scripts from all courses. The authoring component will add to student creativity.

CNN Time Capsule: 100 Defining Moments of 1993 ***(Title)***

Ted Turner always appears to be ahead of his peers in the television industry when it comes to using his holdings to explore new technologies. That is the case with this program, as it uses CNN video, audio and news scripts to define the most important news stories of 1993. The CD-ROM is also innovative in the respect that it is a SuperDisc, which can be used on computers using either Macintosh or Windows formats.

I used a Gateway 2000 in the ETSU computer lab to peruse the CNN Time Capsule. Despite the fact that I could not hear the audio of news stories, the disc proved to be enjoyable viewing and reading. I could click on icons at the bottom of the screen to look at stories in fields that included national news, world news, sports, and money. When an icon is selected, a story in that area flashed a headline at the top of the screen. CNN video clips with optional text followed this. Stories included such familiar names as Bill Clinton at his inaugural, David Koresh (whose real name is Vernon Howell) at Waco, and Lorena Bobbitt brandishing her infamous kitchen knife.

This video would be appropriate for use in Civics or History classes, to give two obvious educational applications. Students could view these events and comment upon how the nation or world was affected by them. It would be an excellent instructional resource for either discussion or testing purposes.

Windows Magazine: 1994 ***(Title)***

This program is a sophisticated overview of all 1994 issues of Windows magazine. All articles from the year are indexed according to month and topic. It goes into great detail concerning hardware and software that can be purchased from national distributors. Icons allow users to select articles, hardware or software reviews, advertisements or evaluate the computer being used to run the disc.

I purchased this program at LaGuardia Airport in New York in February 1995, and used it for the first time at ETSU. According to a program in the Windows disc, the Gateway 2000 is about in the middle of the pack in terms of overall quality. A series of tests run by the disc determined this. An advertisement for WordPerfect 6.1 interested me. Any document can be made to conform to APA or MLA guidelines, an enormous aid for scholars and students. It is important to note that this program is a one-stop guide for anyone interested in either Windows magazine or hardware or software evaluation, including prices. The latter function would no doubt be helpful for students here who plan to take ETec 579 (Administration of Media Programs).

The reviews or evaluations from the Windows magazine disc could be instituted very easily into undergraduate or graduate computer or multimedia courses similar to this one. Students learn from articles, research and computer application topics.

Ultimate Digital Studio ***(Title)***

This interactive presentation was sent to me earlier this semester by TM Century in Dallas, one of the leading broadcast suppliers of new technologies pertaining to automated formats in radio stations. Use of the program allows potential buyers to see how a digital, computerized radio system can save money and manpower for small and medium market radio stations.

I found the program very easy to use, and ran it in the SAU computer lab. Local radio stations are using similar technology as a means of cutting payroll and increasing cash flow. The program shows color-coded compact disc "players" under which musical selections are played. These players are labeled "on the air," "ready to air" and "next to follow." Users can change, delete, replace, insert, modify or swap any of the 29 music cuts in the edit mode. Scanning a playlist shows cuts to be played in the next 30 minutes. Inserting names of artists and titles of their respective cuts takes little time. Automating radio formats in this fashion virtually eliminates the possibility of "dead air."

This program has exciting possibilities for application in a higher education broadcast journalism curriculum. Students could perform assignments in which they were asked to edit or eliminate music cuts, then display their results to class. It would teach both computer literacy and radio production formatting skills.

Data Trek Manager Series *(Title)*

This company specializes in turnkey library automation systems. Its interactive program has the ability to handle foreign diacritics, use multiple languages, and allow laser printing of catalog labels, cards, tables of contents and serials routing slips. Eliminating the clerical chores of library resource center professionals appears to be one of the most important functions of the Data Trek Manager Series.

I was particularly interested in one of the functions of the program. Under the system utility function of cataloging, I could add, update, delete or backup information in many library resource center areas. These areas included new acquisitions, Boolean search menu, catalog printing and cross reference menu. It was really interesting for me as a novice in library resource center cataloging to see how I could use these tools to reference data, then add and delete certain items or resources if necessary. The program was easy to use and very instructive in its approach.

The educational applications of this program would be best used in higher education library and information science curricula. Student majors could use this as an assignment to hone their skills in cataloging data for their respective library resource centers. It could serve as an invaluable research assignment for undergraduate students of any discipline.

Cinemania '95 ***(Title)***

This is an entertaining look at just about any movie title one can think of. It also lists biographies of virtually all film stars since the infancy of the medium. Even though the audio could not be heard when watching it on a Gateway 2000 in the ETSU computer lab (no sound card installed in the computer), one can still enjoy all of the information presented in this program.

An entertaining feature was the biography section on movie stars. Particularly interesting to me was the cinematic resume area. There are additional instructive features in the program, which include still pictures and short clips of noteworthy movies, but I found myself most interested in finding out about the careers and ages of certain actors.

It would be useful in higher education film schools or mass communication programs. Students could watch certain aspects of cinema history in electronic classrooms with video projectors. Faculty could click to other items or use the program as a basis for class discussion. Its instructional possibilities in mass communication or broadcast journalism are endless.